

3RD EDITION

Beirut 2018

WHISKY LIVE

18 - 20 OCTOBER | 4 - 10PM

Seaside Pavilion (Previously known as Pavillon Royal)

SUMMARY

The third edition of Whisky Live Beirut closed its doors on the 20th of October after celebrating three exciting days at Seaside Pavilion. Inaugurated by the Minister of Tourism H.E. Avedis Guidanian, presidents of associations and syndicates, trade representatives, international experts and the media, the event drew in a crowd of more than 3,300 whisky enthusiasts from across the region who enjoyed over 60 of the best whisky brands from around the world in the company of international experts and global brand ambassadors.

SHOW FEATURES

Stands

Single malts, bourbons, Scotch and Irish whiskies featured in a huge section dedicated to the popular spirit. Visitors were able to taste whiskies from more than 60 international whisky brands.

Commercial masterclasses

Over 30 masterclasses with 17 brand ambassadors and experts took place during the event in a dedicated room. Attendees were even able to create their own unique whisky in a special experimental masterclass.

VIP Bar & Collectors' Room

Avid collectors sampled rare bottles at the VIP Room and in the Collectors' Room during exclusive tasting sessions led by Rob Allanson, editor of Whisky magazine and Jean-Marc Bellier from La Maison du Whisky Anjou, Paris.

Whisky Boutique

Visitors were able to browse a wide selection of the finest brands at the on-site The Malt Gallery boutique and purchase special edition bottles.

SPECIAL GUESTS

VIP ROOM

Rob Allanson, a trained journalist, has been commentating on the whisky industry for more than a decade. He is the chairman of the World Whiskies Awards, Icons of Whisky and a regular taster for Whisky Magazine. Rob took a change in direction for three years and worked as a global ambassador for Grant's blended Scotch whisky, a role that took him around the world. Now back at the magazine, he brings a great wealth of knowledge and expertise to the publication and as a global ambassador for Whisky Live.



COLLECTORS' ROOM

Jean-Marc Belier made his debut in the wine world following a cellar master traineeship in the Nimes region. He then managed, between 1984 and 1995, several Parisian wine cellars. Throughout this time, he discovered with fascination the world of whisky. An autodidact, he immersed himself body and soul into the literature and tastings that would soon make him an expert in the subject. In 1995 he was asked by La Maison du Whisky to manage the iconic shop of 20 rue d'Anjou in Paris, a position that he holds to this day.



List of exhibitors

A LAFITTE
ACQUA PANNA-S.PELLEGRINO
BARISTA ESPRESSO
BEEFEATER
BELUGA VODKA
BELVEDERE
BIRRERIA BALADIN
BOMBAY SAPPHIRE
CAOL ILA
CARDHU
CASTANIA NUTS
CHIVAS
CITADELLE GIN
CONVIVIO SARL
CRAFTERS
DALMORE
DEAU COGNAC
DIRTY LAUNDRY
EAGLE CRAIG
EL POZO
FIDEL - AROMA DE CUBA
FLAMM' DELICE
GIFFARD LIQUORS
GLENFIDDICH - BALVENIE
GLENMORANGIE
GREY GOOSE
GRUPPO CAMPARI
HENDRICK'S
JACK DANIEL'S
JOHN DEWAR AND SONS (*2)
JOHNNIE WALKER
JOHNNIE WALKER BAR
JUN GIN
JURA
KAVALAN
KETEL ONE
LA SPINETTA
LAGAVULIN
LANGATUN
LAUDER'S
LEERDAMMER
MAROLO
MICHTER'S
MONKEY SHOULDER
ND DOUCEURS ARTISANALES
NIKKA
NOMAD
PLANTATION RUM
PRUNELLE
ROMANO LEVI
RUSSIAN PLATINUM
SHACKLETON
SINGLETON
SNOWDONIA
SPERI
STOLICHNAYA GOLD
TALISKER STORM
TAMDHU - GLENGOYNE
TANQUERAY
THE CRAFT COLLECTION
THE MALT GALLERY
TULLIBARDINE - HYDE
VIEUX MARC DU VIEUX TELEGRAPHE